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## NC Natural News - August 2014

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# North Carolina Natural Products Association

### EVENTS CALENDAR

(click event links below for details)

Sept 5-6 [OGS 1st Annual Harvest Conference](#)

Sept 7 [Organicfest 2014](#)

Sept 19 Free film showing - [The Sanctity of Sanctuary: Paul Strauss and the Equinox Farm. 7pm at AHG Headquarter 125 South Lexington Avenue. NO registration necessary.](#)

Sept 20 [From Farm to Market - 21st Century Practices for the Modern Herbal Entrepreneur: United Plant Savers presentation and day of workshops.](#)

Dec 5-6 Ginseng Event



## NCNPA HAPPENINGS

Summer is in full swing here in western North Carolina. Our raised bed gardens are providing fresh produce for our table. Our fields and forests are also producing our important medicinal plants and edible herbs for others to enjoy and use in their natural products. Few people in our region really understand how special our mountains are for growing these special plants. I recently read a report that said we have about 6,000 unique flora in the south eastern United States. North Carolina grows 3,000 of them and the mountain counties grow 2,500 of those. We are truly blessed to live in this unique geographic location of the world where we can avail ourselves of our bountiful natural plant diversity. It takes a special person to realize the potential we have in this region and then take the steps/risks necessary to be able to create a business in this interesting and growing natural products industry. I encourage everyone in this region to take a moment and thank those who have come before them to create new products based upon our native plants.

Please support our organization and all of those who make their living using our many natural plants and the value-added products from our medicinal plants and herbs plants.



## NCNPA SUPPORTER NEWS



### *Season of the Scarlet Staghorn*

It's that time of year again... the great wild harvest! Some of you may already be mushroom, flower and berry hunting, but don't overlook those lovely velvety spikes when you see them turn to a deep red... the sign of autumn's fast approach means sumac is ripe for the picking. Staghorn Sumac (*Rhus typhina*) is a deciduous shrub that can grow as tall as 35 feet. Alternate, compound leaves can reach a 2 foot measurement and consist of leaflets with serrated edges and pointed tips. Dark green leaves turn to a brilliant red in fall. Fruiting velvety heads maturing in August to September consist of hundreds of drupes, each containing one seed. These drupe clusters remind one of a deer's soft growing antlers and contain vitamin C, evident when you taste them right off the bush. The berries can be dried and added to your pepper grinder to make food seasonings zesty. Some save their sumac for jams and jellies, but we love to imbibe on the fruits of our labor right away with a refreshing drink, sumac-ade.



#### **Sassy Sumac Lemonade**

2 cups sumac berries  
64 oz. fresh spring water  
local honey or organic sugar to taste (optional sweetener- it's tart and tasty without it!)

*Pour boiling water over sumac in a non-reactive pan.*

*Steep for 1 hour.*

*You may choose to add*

*a few sprigs of mint, holy basil (tulsi) or lavender towards the end of the steep to spice things up a bit.*

*Strain. Enjoy at room temperature or iced.*

**Jeannie Dunn**, Red Moon Herbs director and NC native, grew up pulling weeds on the family's farm in Efland. Now she goes there to eat them with her parents, Rose and Marshall, while harvesting for herbal extracts. After 21 years, Red Moon Herb's extracts and salves are still made in the Wise Woman Tradition using prolific, wild or consciously cultivated plants (aka weeds). Red Moon embraces the belief of capturing plant vitality by harvesting fresh herbs and processing immediately in each plant's peak season. Feel free to contact Jeannie at [jeannie@redmoonherbs.com](mailto:jeannie@redmoonherbs.com) or 828-484-8449.

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### ***Native Touch and Selina Naturally Announce Partnership***

*Blue Ridge Naturally* seal carrier *Native Touch* is excited to announce that they are now partnering with internationally renowned *Selina Naturally* in a mutually-beneficial supply chain arrangement. *Native Touch* is now sourcing all of its salt (currently used in three bath salt products) from *Selina Naturally's Celtic Sea Salt*. *Selina Naturally* is offering multiple *Native Touch* products in its catalog. It is wonderful to see

local companies working together to improve mutual community business support and their environmental footprints.

## *Have News You Want to Share?*

Going forward into the second half of 2014, each new edition of our newsletter will include selected stories from our supporters! Simply submit your news to [ncnapboard@gmail.com](mailto:ncnapboard@gmail.com) and we will do our best to include your story in an upcoming edition. Any news not published here will be promoted on our facebook page. Not a member? [Click to become a supporter now!](#)

### **\*\*RURAL ENTREPRENEURSHIP CHALLENGE\*\***

American Farm Bureau's Rural Entrepreneurship Initiative presents the first national business competition focused exclusively on rural entrepreneurs. Deadline for applications is September 15. Find out more [here](#).



### **NCNPA SUPPORTER BENEFITS GROW!**

Benefits expand beyond discounts to educational events held by NCNPA and partners, inclusion on our website, and the potential to share your news through our newsletter. NCNPA is excited to offer additional benefits to businesses who are Supporters. The latest benefit is a wholesale discount program through [Container and Packaging Supply](#). If you'd like to find out more about how to take advantage of this discount, please contact us.



## **BLUE RIDGE NATURALLY NEWS**

### **OUTREACH CONTINUES**

The Blue Ridge Naturally program has continued to grow in services and focus. Our outreach to the public about the program and certified products has continued. In July we attended the Healing Revolution Summit and spoke with many chiropractors, alternative health practitioners and the general public from across the region and the country. Attendees in this market are aware of the importance of the Blue Ridge Naturally program when making choices about the products they buy.

**FUNDING RECEIVED**

We have received funding through the Agriventures project of Advantage West. In partnership with NCSU and the SBTDC, NCNPA will develop an online business resource guide for the natural products industry in the region, develop GAP protocols for growing medicinal herbs and conduct a marketing study for medicinal plants to be sold across the region and beyond. Through such projects we are actively working to connect the high quality value chain from raw materials to finished manufactured products from the region.

**SAVE THE DATE: SEPTEMBER 20th**

We have also been planning an educational networking event in partnership with the American Herbalist Guild. The event will feature area experts and entrepreneurs with the keynote speaker being Susan Leopold of United Plant Savers. If you are an herbal entrepreneur or thinking of getting into the herbal products business, come on out! You can register for the event here: <https://www.eventbrite.com/e/from-farm-to-market-21st-century-practices-for-the-modern-herbal-entrepreneur-tickets-12461240907>

To view a list of certified companies visit our website: <http://www.blueridgenaturally.org/>

**INTERESTED?**

For application forms or more information,

Email: [seal@blueridgenaturally.org](mailto:seal@blueridgenaturally.org)

Call: 708-BRG-SEAL

Sign up on the web: <http://www.blueridgenaturally.org/>

## INDUSTRY NEWS

### WCU Offers M.S. Chemistry Professional Science Concentration in Natural Products

The M.S. Chemistry Professional Science Concentration (PSC) in Natural Products is a two-year program offered by the Department of Chemistry and Physics at Western Carolina University. PSC students will work with dedicated faculty to use cutting-edge chemistry technology and innovative business theories and practices to solve real-world problems. The PSC will increase students' professional network and job prospects in the fast-growing natural products industry.

Find out more [here](#).



The North Carolina Natural Products Association (NCNPA) was formed over 12 years ago as a 501c(3) non-profit organization dedicated to promotion of conserving, cultivating, sustainably harvesting, and processing North Carolina grown medicinal plants. NCNPA's mission is to establish North Carolina as a key global supplier of premium-quality raw materials and plant-based value-added products such as natural medicines, organic products, functional foods, and personal care products.

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